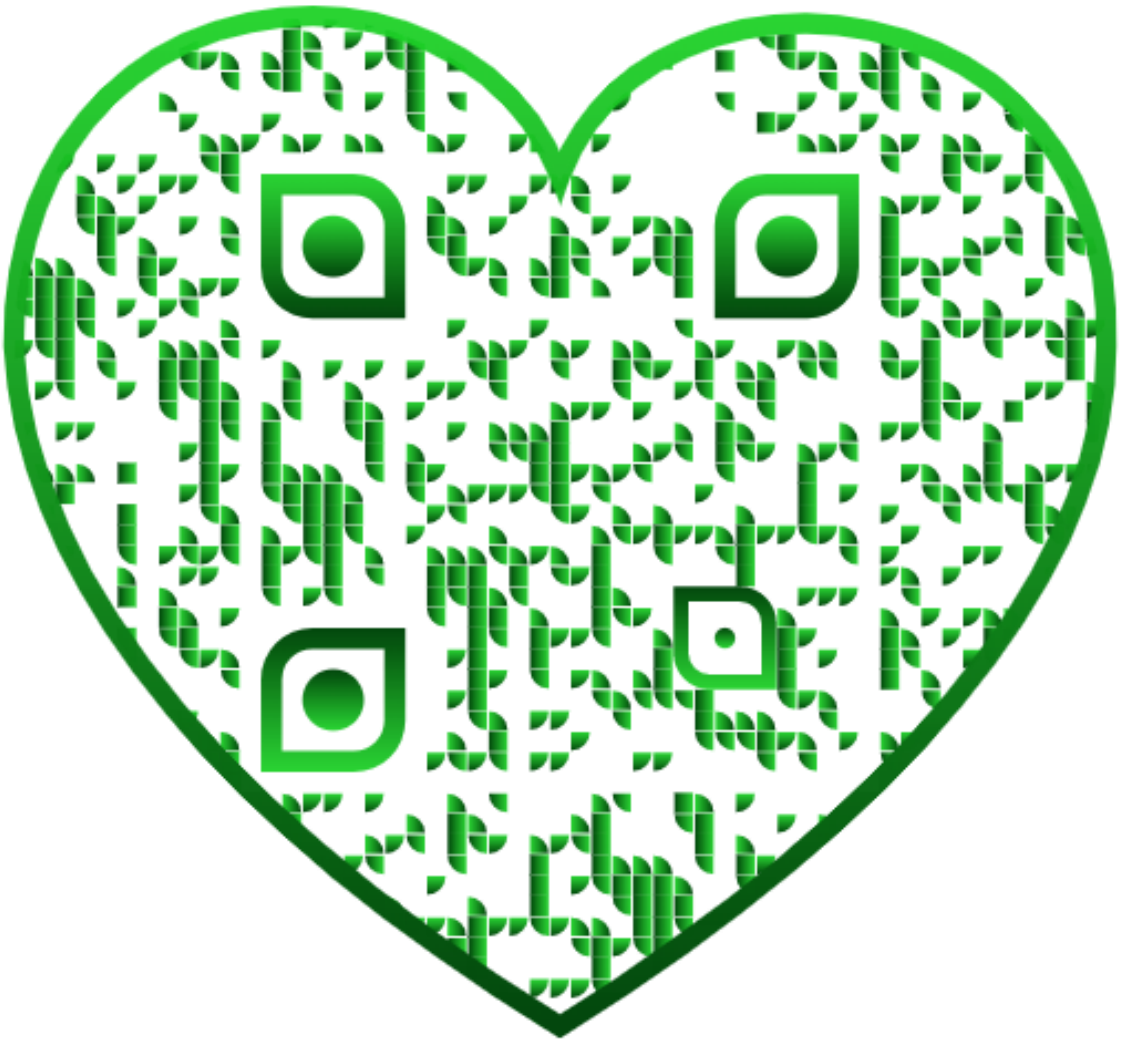
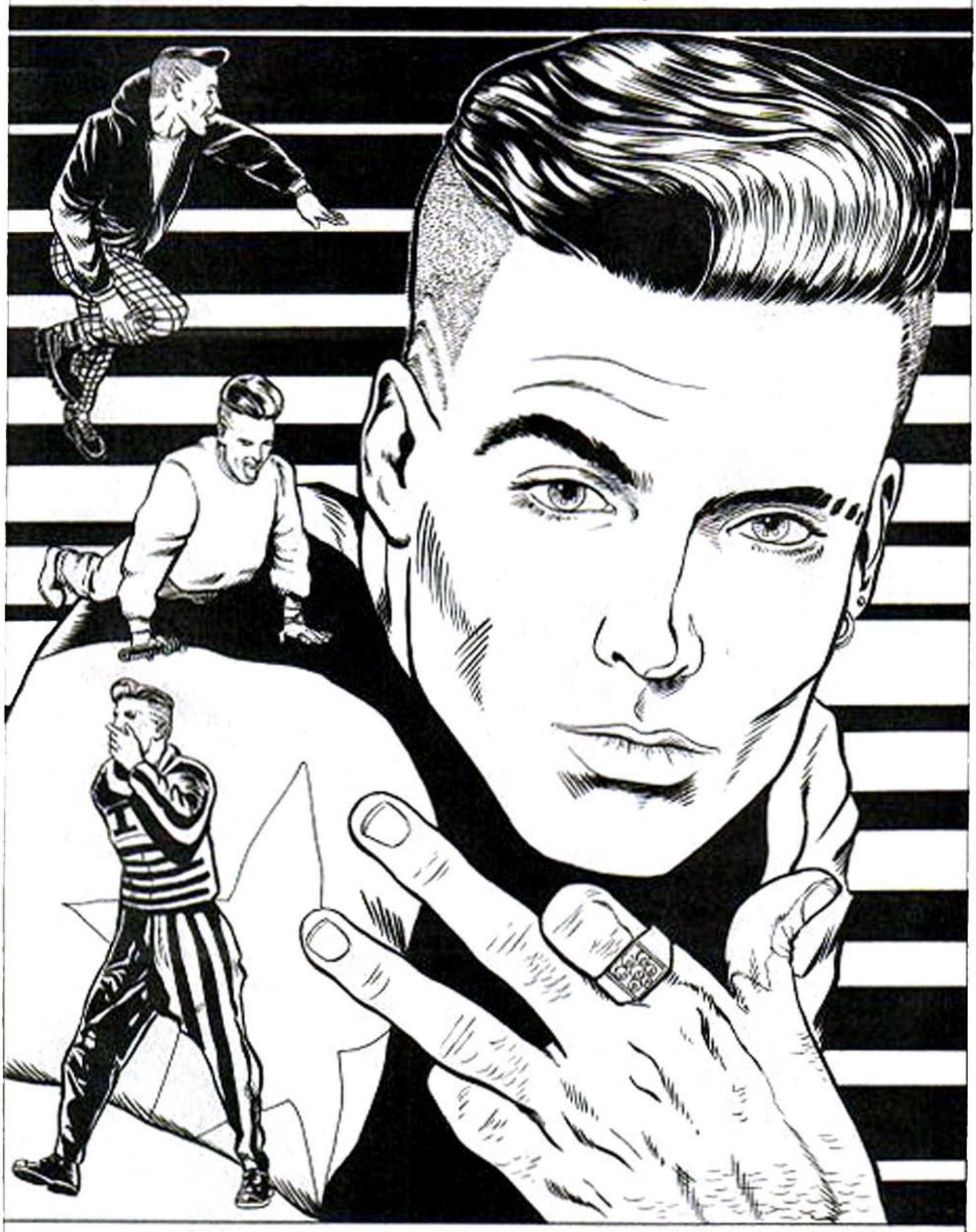
VANILLA ICE
ROCK N ROLL
31
AUG
$2.50
UNAUTHORIZED AND PROUD OF IT.
Vanilla ICE



VANILLA ICE: A NEW ICE AGE?



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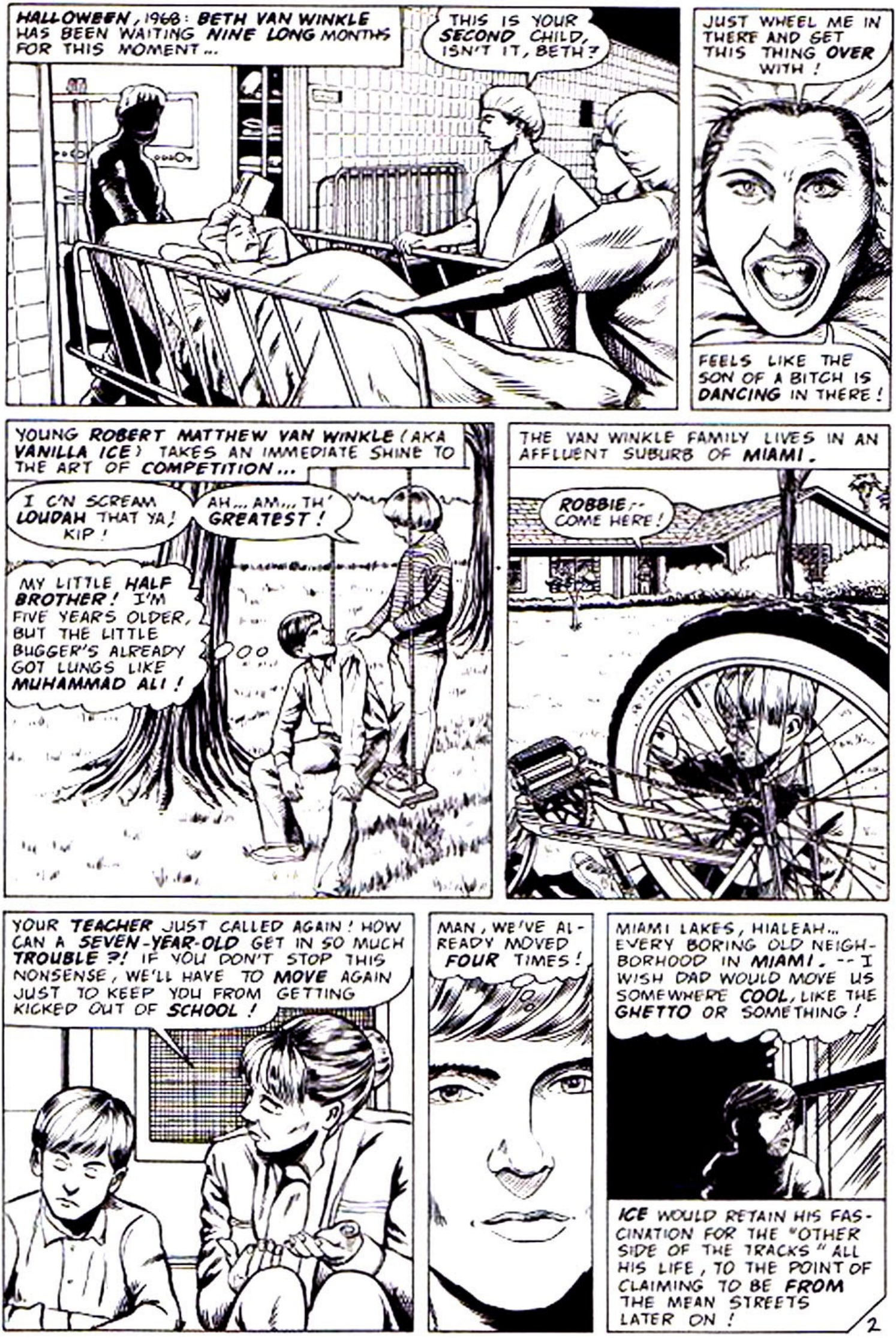
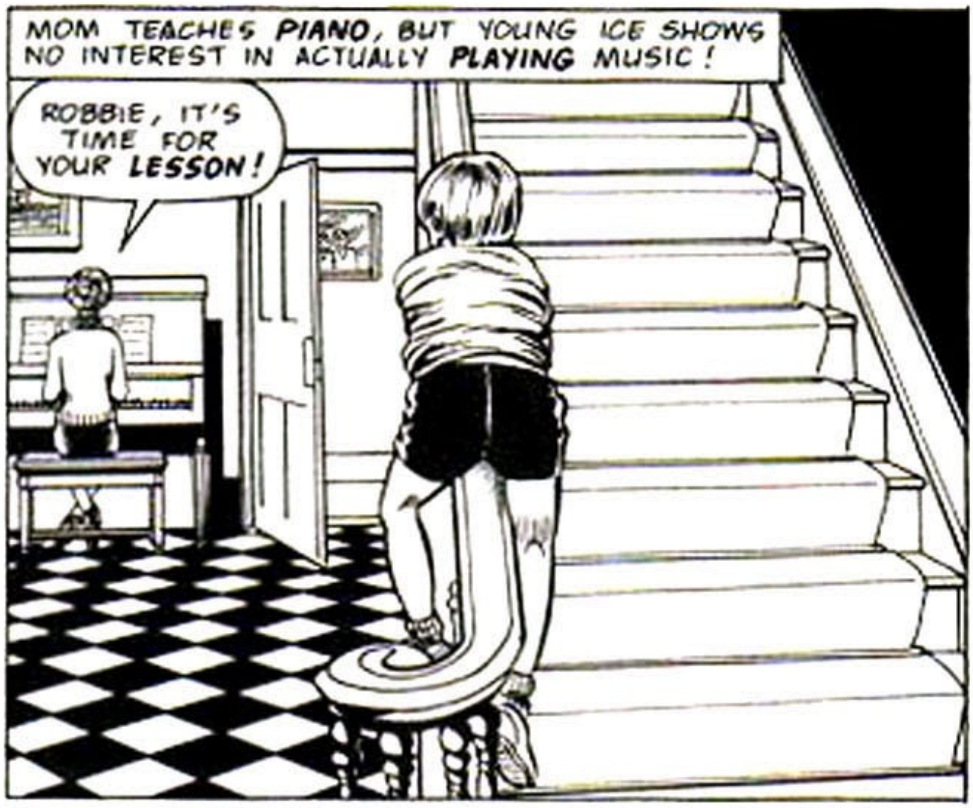

HALLOWEEN, 1968: BETH VAN WINKLE HAS BEEN WAITING NINE LONG MONTHS FOR THIS MOMENT...
THIS IS YOUR SECOND CHILD, ISN'T IT, BETH?
JUST WHEEL ME IN THERE AND GET THIS THING OVER WITH!
FEELS LIKE THE SON OF A BITCH IS DANCING IN THERE!
YOUNG ROBERT MATTHEW VAN WINKLE (AKA VANILLA ICE) TAKES AN IMMEDIATE SHINE TO THE ART OF COMPETITION...
I C'N SCREAM LOUDAH THAT YA, KIP!
AH... AM... TH' GREATEST!
MY LITTLE HALF BROTHER! I'M FIVE YEARS OLDER, BUT THE LITTLE BUGGER'S ALREADY GOT LUNGS LIKE MUHAMMAD ALI!
THE VAN WINKLE FAMILY LIVES IN AN AFFLUENT SUBURB OF MIAMI.
ROBBIE,-- COME HERE!
YOUR TEACHER JUST CALLED AGAIN! HOW CAN A SEVEN-YEAR-OLD GET IN SO MUCH TROUBLE?! IF YOU DON'T STOP THIS NONSENSE, WE'LL HAVE TO MOVE AGAIN JUST TO KEEP YOU FROM GETTING KICKED OUT OF SCHOOL!
MAN, WE'VE ALREADY MOVED FOUR TIMES!
MIAMI LAKES, HIALEAH... EVERY BORING OLD NEIGHBORHOOD IN MIAMI. -- I WISH DAD WOULD MOVE US SOMEWHERE COOL, LIKE THE GHETTO OR SOMETHING!
ICE WOULD RETAIN HIS FASCINATION FOR THE "OTHER SIDE OF THE TRACKS" ALL HIS LIFE, TO THE POINT OF CLAIMING TO BE FROM THE MEAN STREETS LATER ON!
2

IN THE MID-SEVENTIES, MR. VAN WINKLE PULLS A DISAPPEARING ACT...
NOW KIP, ROBBIE... I DON'T WANT YOU TO FEEL AT FAULT... YOUR FATHER JUST... COULDN'T HANDLE THE RESPONSIBILITY.
WELL, AT LEAST BROKEN FAMILIES ARE COOLER THAN MIDDLE CLASS FAMILIES!


MOM TEACHES PIANO, BUT YOUNG ICE SHOWS NO INTEREST IN ACTUALLY PLAYING MUSIC!
ROBBIE, IT'S TIME FOR YOUR LESSON!

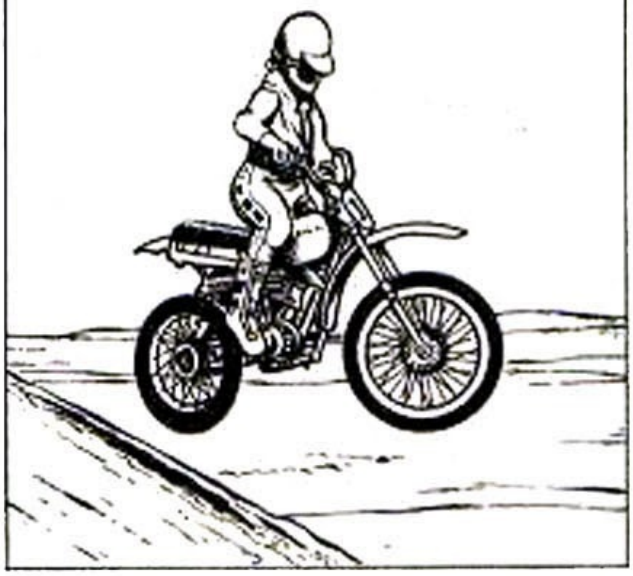
WHEN IT COMES TO MUSIC, I'D RATHER JUST PLAY KIP'S RECORDS!
FUNKADELIC, JAMES BROWN, QUEEN... I'LL BET THESE GUYS GET A LOT OF BABES!
Queen

AS THE FAMILY MOVES ABOUT, ICE OFTEN FINDS HIMSELF IN THE ROLE OF "THE NEW KID", A ROLE WHICH HE PLAYS WITH HISRIONIC FLAIR (TO THIS DAY).
AS LONG AS EVERYONE'S EYES ARE ALREADY ON ME, I'M GONNA GIVE 'EM SOMETHING GOOD TO LOOK AT!

AS ICE OFFICIALLY ENTERS HIS TEEN YEARS, HIS MOTHER MARRIES BYRON MINO...

ICE IS UNIMPRESSED WITH THE CEREMONY...
I FEEL ♫ ♪ GOOD, LIKE I KNEW THAT I ♪WOULD...
I'D RATHER BE RIDING MY INDIAN MOTORCYCLE RIGHT NOW!

INDEED, THOUGH HE LATER CLAIMS TO COME FROM A **POVERTY STRICKEN** FAMILY, ICE'S MOTHER ENCOURAGES HIS LOVE OF **MOTORCYCLING** BY BUYING HIM ALL THE BIKES AND EQUIPMENT HE **NEEDS**.



BY SIXTH GRADE, ICE HAS **FIVE CYCLES** AND IS KNOWN IN SCHOOL AS THE KID WHO CAN'T SAY **NO** TO A **DARE**!

HEY, ROB, I BET YER TOO **CHICKEN** TO RIDE YER **BIKE** THROUGH THE PLAYGROUND LATER!

YO, YOU BE **ILLIN'**, MY MAN! BIG TIME! JUST **WATCH** ME, HOMEY. AH AM **SUPERIOR**, MUTHA!

WHAT, DOES THIS KID THINK HE'S **BLACK** OR SOMETHING?!

YO, **BABY**, YOU WANNA **BUST A MOVE** WIT' ME? I GOT SOME KILLER **KURTIS BLOW** PLATTERS, TA MAKE YOUR **FEET** SCATTER! YEP, YEP, BOTTOM LINE, WE COULD BE **FLY** IN NO TIME!

GET **AWAY**, YOU GEEK! AND QUIT RHYMING LIKE **NIPSEY RUSSEL**!

YOU THINK YOU'RE SO **HOT**!

IN CASE YOU HAVEN'T LOOKED IN A MIRROR, YOU'RE **WHITE** AS **VANILLA**!

AND YOU'RE ABOUT AS **HOT** AS **ICE**!

YEAH, BUT **ICE** IS **COOL**!

AND I LIKE THE SOUND OF **VANILLA**!

AHHHH, WHO NEEDS **HER**? AND WHO NEEDS THIS **SCHOOL CRAP**?

I'M GONNA SKIP SEVENTH PERIOD AND PRACTICE FOR THE **MOTOCROSS MEET** THIS SUNDAY.

SAY, THAT **FLAG** UP THERE WOULD MAKE A GREAT **COAT**!

ICE'S **STEPFATHER** MAKES A GOOD LIVING SELLING **CARS**, AND PROVIDES ICE WITH A GENEROUS **ALLOWANCE**.

WOW! THE SOUNDTRACK TO **CARWASH!**

I LOVE THIS FUNKY, **URBAN** SOUND!

I KNOW THAT MOM SAYS THE PROJECTS AND GHETTOS ARE FULL OF **DRUGS** AND **DEAD-END LIVES**, BUT I SURE LOVE THE **MUSIC** THAT COMES OUTTA THAT SCENE!

YOUNG ICE BECOMES FASCINATED WITH **BREAKDANCING**...

YO **HOMEBOYS**-- STEP ASIDE AND LET **ME** TRY THAT!

I SEEN A **TV SPECIAL** ON BREAKIN'...

HA HA HA HA HA HA HA HA!

ACTUALLY, HE WASN'T HALF **BAD** FOR SOME-ONE OF THE **CAUCA-SION PERSUASION!**

LISTEN, DUDE -- YOU NEED A LITTLE **WORK**. YOU GOTTA GET INTO THE BEAT. WHAT KINDA MUSIC YOU **LISTENING** TO?

UMM, SUGAR HILL GANG, "RAPPER'S DELIGHT", **JAMES BROWN**...

C.W.A.

WELL, WE GOTTA GET YOU CAUGHT UP TO THE **EIGHTIES**, FIRST...

SO, WITH A LITTLE GUIDANCE, ICE BEGINS PRACTICING HIS MOVES...
YEAH, HIP HOP, HIPPY HIPPY HOP HOP -- DON'T STOP -- BUST THAT MOVE...
AARRGGHH! I THINK I BUSTED MY ELBOW!
BY THE SEVENTH GRADE, ROB HAS FOUND MANY WAYS TO ATTRACT ATTENTION AND TROUBLE. HE GETS SUSPENDED FROM SCHOOL FAIRLY OFTEN, GETS IN FIGHTS, SMOKES A FEW CARS, STAYS BACK A GRADE, GETS GROUNDED...
PRINCIPAL
HEY, GEEK -- YOU'RE NEW, AINTCHA? WHAT'S YER NAME?
NAME'S MC VANILLA, MY MAN -- RAPPER AND BREAKER SUPREME! LEAST THAT'S WHAT MY HOMEYS CALLED ME ON THE STREETS BACK IN THE GHETTOS OF MIAMI!
IN 1981, THE WHOLE FAMILY MOVES TO SOUTH DALLAS IN TEXAS, WHEN STEPDAD BYRON IS OFFERED A JOB AT A HIGH-PROFILE CHEVY DEALERSHIP.
THE VANILLA PERSONA, AS WELL AS THE EMBELLISHED BACKGROUND BRAVADO, IS BORN!

THOUGH BYRON AND BETH END UP **DIVORCED**, BYRON REMAINS CLOSELY INVOLVED WITH THE VAN WINKLE FAMILY (WHICH NOW INCLUDES SISTER **ALICIA**)...

SO Y'SEE BYRON, I GOTTA BE ABLE TO MAKE SOME **SERIOUS** CASH!

ONCE A KID TURNS **16** AROUND HERE, YA **GOTTA** HAVE **FLASHY WHEELS**!

WELL, I'LL GIVE YOU A **JOB** HERE AND I CAN GIVE YOU A **DEAL** ON A GREAT CAR!

AND THAT'S HOW A "**POOR**, GHETTO STREET FIGHTER AND RAPPER" CAME TO BE DRIVING A **CAMARO IROC-Z** TO HIGH SCHOOL...

GOT NO FRIGGIN' **GAS MONEY**, THOUGH...

IN DALLAS, ICE CONTINUES HIS PENCHANT FOR FINDING **TROUBLE**...

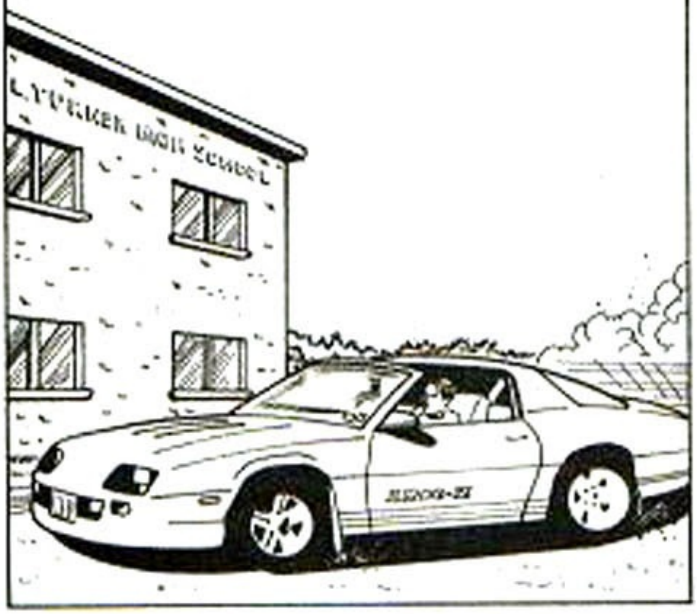
I CAN'T BELIEVE YOU TOOK **MY CAR** WITHOUT ASKING -- THEN SMASHED IT UP!

MOM, I WAS JUST **BACKING** IT UP TO, UMM ... GET MY **BIKE** OUT OF THE GARAGE!

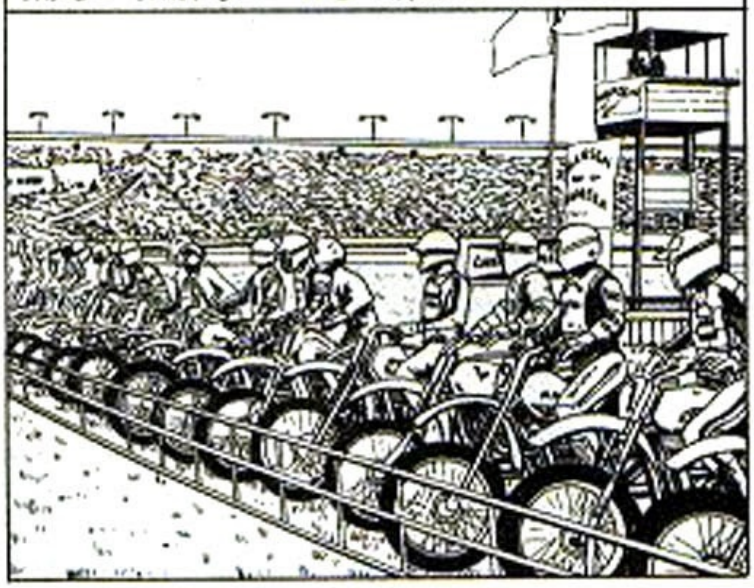
IN SUMMER 1985, ICE ATTENDS HIS FIRST CONCERT -- **RUN DMC**!

MAN, I BET I COULD BLOW THESE SUCKAHS **OUT**! I SHOULD STOP OVER-PRACTICING MY **DANCE MOVES** AND WORK MORE ON MY **RAP**!

IN HIS JUNIOR YEAR, HE BIDS HIGH SCHOOL **FAREWELL** (HE LATER SCORES A **MAIL-IN** DIPLOMA).



ICE DIVES INTO THE **MOTOCROSS CIRCUIT** (HE LATER CLAIMS TO HAVE **WON** VARIOUS NATIONAL CHAMPIONSHIPS, THOUGH THE AMERICAN MOTOCROSS ASSOCIATION HAS NO RECORD OF ANY SUCH **WINS**). AN **INJURY** TAKES HIM OFF THE RACING SCENE.



ANOTHER INCIDENT, WHICH ICE OFTEN RELATES, THOUGH NEVER **CONFIRMED**, SUPPOSEDLY HAPPENED WHEN HE WAS **18**, IN RICHARDSON (NORTH DALLAS)...

THERE HE IS! HIM AND HIS **GANG** BEAT UP BILL AT THE PRESTONWOOD **MALL!**

THE ICE-MAN CLAIMS TO HAVE LOST HALF OF HIS BODY'S BLOOD IN THE "**GANG FIGHT**!" YEARS LATER, HE PULLS OFF HIS PANTS AT A PRESS CONFERENCE TO SHOW THE **SCAR** AND "PROVE TO YOU REPORTERS THAT I AIN'T NO **LIAR**!"

AT 20, HE'S DYED HIS HAIR BLONDE, SHAVED THE BLACK-CHIC "FADE" STRIPES INTO IT, AND HE'S WEARING THE DAY'S MOST OUTRAGEOUS STREET FASHIONS.
BAH BAH BOOM PAH FECHAWOP WOP...
HE'S ALSO PERFECTING A PRETTY DECENT RAP / DANCE / MOUTH-NOISE ROUTINE.
JULY, 1987...
City Lights
YOU'LL LIKE THIS PLACE, VANILLA-- IT'S THE HOTTEST HIP-HOP CLUB IN DALLAS!
I DUNNO, JAMES. I FEEL A LITTLE, UH... PALE, Y'KNOW?
HEY, WHERE'D YOU GO? -- I THOUGHT YOU JUST WENT TO TAKE A LEAK...
...BUT YOU WERE GONE TEN MINUTES!
WELL, I TOOK THE LIBERTY OF ENTERING YOU IN TONIGHT'S RAP COMPETITION!
YOU WHAT?!
YO, WHO DECLARED YOU THE KEEPER OF THE KARMA
WHO LET YOU IN ON THE COSMIC PANORAMA?
GOD CRACKS LIKE A SMACK ON YER BACK, GET BACK,
YOU AIN'T FILLIN' ANY GAP, 'CAUSE THE TRIP IS JUST A TRAP!
HEAT
HEAT
HMMM. CAN I ACTUALLY BEAT THESE GUYS? A WHITE RAPPER?!
9

YO, MY MAN, I'M GONNA DO A BEAT-BOX AND A SOLO-RAP FIRST.
THEN, WHEN I CUE YA, I WANT YOU TO JAM UP "YEAH BOY" BY RODNEY O. AND JOE COOLEY, SO I CAN DO MY MOVES!
THE NAME'S "EARTHQUAKE" NOT "YO, MY MAN."
AN' WHO THE HELL ARE YOU?!
AND OUR NEXT CONTESTANT IS ... MC VANILLA!
THAT'S ME, QUAKE-MAN! WATCH FOR MY CUE!
QUAKE-MAN?!
WELL, YOU AIN'T NOTHIN', JACK, SO YOU BETTER STEP BACK!
GET WITH VANILLA OR JUST FALL BETWEEN THE CRACKS!
ICE DOES A DECENT RAP, A FAIR BEAT BOX, AND THEN HE REALLY CATCHES THE CROWD BY SURPRISE...
YOU HEARD ME BUST A RHYME HEARD ME BUST A BEAT--
--NOW CHECK IT OUT, I'M GONNA MOVE MY FEET!
GO, WHITE BOY, GO!
YAH!!
HA, HA, HA, HA, HA
BOO!
WHAT IS THIS SHIT?!
BOY'S NOT BAD!!

THE OWNER OF THE CITY LIGHTS CLUB IS THERE THAT FATEFUL EVENING -- TOMMY QUON.
HMMM... I'VE MANAGED SOME OF THE LOCAL ACTS AND PLACED THEM AT CLUBS...
THINK I'LL SEE IF THIS KID NEEDS A REP! HE'S PRETTY GOOD ...FOR A WHITE GUY!
QUON CALLS ICE ON THE PHONE THE VERY NEXT DAY, AND ARRANGES A MEETING AFTER HOURS...
FIRST WE'VE GOT TO GET RID OF THE "MC VANILLA" NAME.
TOO MANY MC'S ON THE SCENE, LIKE MC HAMMER, YOUNG MC, MC SMOOTH, ... YOU KNOW YOUR RAPS ARE SMOOTH!
SMOOTH AS ICE!
OKAY, THAT SOUNDS FLY!
VANILLA ICE IS IN EFFECT!
QUON RECRUITS HIS CLUB DJ, EARTHQUAKE, TO HELP PUT TOGETHER AN ACT. EARTHQUAKE PROMPTLY BEGINS PIECING TOGETHER "NEW" COMPOSITIONS BY SAMPLING HIS MASSIVE RECORD COLLECTION...
ICE! ICE, BABY! YOU'VE GOTTA LOOSEN UP! YOU'RE TO SELF-CONSCIOUS!
"ICE ICE BABY"! I LIKE THAT! -- LET'S DO SOMETHING AROUND IT...
UNDER PRESSURE
QUEEN / DAVID BOWIE
I DON'T MIND PAYING FOR ALL THE SESSIONS AND TAPE, QUAKE. THE BOY'S GONNA BE BIG!
YEAH, MR. QUON, IT COULD HAPPEN, AFTER WE BUILD HIM UP A LITTLE. -WHAT'S WITH THE BOTTLE OF "STIFF" YOU GAVE HIM?
YO, DUDES-- HOWSIT LOOK, HUH?!

LIKE **SVENGALI** AND **DOCTOR FRANKENSTEIN** BEFORE THEM, QUON AND QUAKE PUT THEIR MONSTER **HIT-MAKER** TOGETHER USING BITS AND PIECES FROM **MANY** SOURCES.

OKAY, DANCE LIKE **JAMES BROWN.**

NOW, DOUBLE-TIME RAP LIKE **RUN DMC.**

"YEP YEP, TOO COOL TO FOOL, BAT THE CAT, SKID ON **GRID...**"

BEAT BOX LIKE THE **FAT BOYS!**

"**BUHM BUHM BOOM...**"

NOW **FUNK** IT UP LIKE **PARLIAMENT,** WHILE YOU SLIDE LIKE **MC HAMMER...**

QUON RENTS **STUDIO TIME** AND INVITES MANY OTHER DALLAS-AREA SONGWRITERS AND PRODUCERS TO CONTRIBUTE TO THE HEADY MIX. THE ENTOURAGE INCLUDES **KIM SHARP** (**PRINCE'S** GUITARIST), **MC SMOOTH KHAYREE SHAHEED** AND DOZENS MORE.

VANILLA ICE CONTRIBUTES **LYRICS** TO THE PROCEEDINGS...

THE RECORDING CONTINUES AS ICE PERFORMS AT ALL THE LOCAL **HIP-HOP CLUBS...**

WHO **IS** THIS GUY?! HE LOOKS LIKE A HYPER **MAX HEADROOM!**

SO YOU'RE **TONY LEE,** THE HIT-MAKER! WHAT DO YOU THINK OF MY BOY?

HE MAY NOT BE **STREET-HARD** AND GHETTO-SHARP, BUT HE'S **PRETTY GOOD** ISN'T HE? "GO WHITE BOY, GO!"

MORE LIKE "**NO,** WHITE BOY, **NO!**" I'M GETTING OUT OF HERE!--THE "KID'S" A **JOKE!**

DAMN! I'VE GOT TO GET ICE TO **SOFTEN** HIS RAPS, LIKE **HAMMER,** TO MAKE HIM MORE ACCESSIBLE TO THE MAINSTREAM AND THE KIDS.

MAYBE I CAN GET HIM GIGS BACKING UP HAMMER, NWA, 2 LIVE CREW AND **PAULA ABDUL.**

IF HE CAN WIN **THOSE** CROWDS, HE'S SET!

HIS RAPS AREN'T **THREATENING** LIKE NWA, AND HE'S NOT **EXPLICIT** LIKE THE CREW.

MOST OF HIS LYRICS ARE **SIMPLE** AND NON-POLITICAL. THEY'RE JUST ADOLESCENT **PUT-DOWNS** AND STUFF ABOUT HIMSELF AND HIS **LIFE**.

KIDS WOULD **EAT IT UP**, IF I COULD JUST GET HIM A **RECORD DEAL!**

THE **GIRLIES** SAY THEY LOVE ME, AND THAT'S **OKAY** -- 'CAUSE I CAN DANCE BETTER THAN ANY **KID 'N' PLAY!**

THE FIRST TIME THAT ICE BACKS UP **MC HAMMER**, ICE'S **BRAVADO** IS BUSTIN' HIS SEAMS...

YO, WHITE BOY, YOU GOT A PRETTY FAIR **FLAIR**...

YOU KNOW IT, **OLD MAN! YOU** GOT A DANCIN' NICHE...

...BUT **I'M** BETTER LOOKING, PLUS I CAN RAP, BEAT BOX **AND** DANCE!

CRACKER OF ALL TRADES, MASTER OF **NONE**...

ANOTHER GIG, AT MONOPOLY'S **PARK PLACE** IN DALLAS, FINDS ICE DANCING ON STAGE WITH YOUNG UP-AND-COMER **PAULA ABDUL**... AT **HER** INVITATION.*

I CAN'T TELL... IS **SHE** WHITE, TOO?!

OKAY, WE HAVE AN **ALBUM'S** WORTH OF MATERIAL RECORDED. HAVE YOU THOUGHT ABOUT WHAT SONG WE SHOULD USE AS A **DEMO?**

I'VE GOT TO BE ABLE TO **SELL** YOU TO A **MAJOR** RECORD COMPANY!

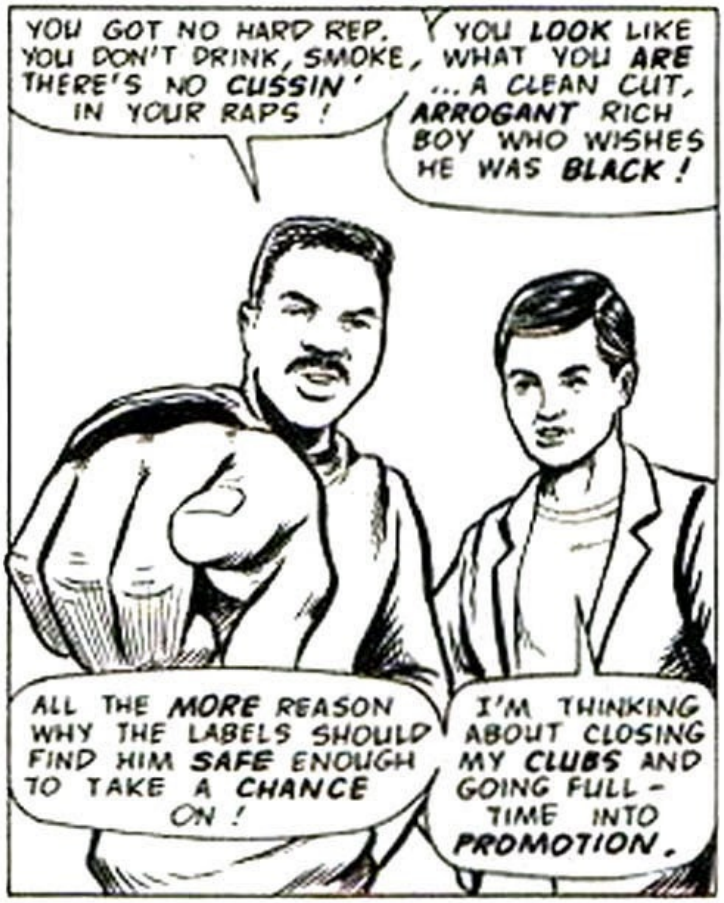
HOW 'BOUT THE **STONE'S** SONG WE DID, "**SATISFACTION**"?

I DON'T KNOW, I LIKE THE OLD **WILD CHERRY** SONG WE COVERED, "PLAY THAT FUNKY MUSIC (WHITE BOY)"!

THAT COULD BE YOUR **SIGNATURE** TUNE!

*FOR **PAULA'S** MINI-BIO SEE **RNR** #17, THE **MADONNA** ISH! --Todd

OVER THE NEXT YEAR, THE DEMO OF "PLAY THAT FUNKY MUSIC" GOES OUT TO ALL THE LABELS...
I DON'T GET IT! NOBODY'S INTERESTED! THEY ALL TURNED US DOWN COLD!
WELL, IT'S KIND OF REVERSE RACISM. YOU'RE JUST TOO DAMNED WHITE!


YOU GOT NO HARD REP. YOU DON'T DRINK, SMOKE, THERE'S NO CUSSIN' IN YOUR RAPS!
YOU LOOK LIKE WHAT YOU ARE ...A CLEAN CUT, ARROGANT RICH BOY WHO WISHES HE WAS BLACK!
ALL THE MORE REASON WHY THE LABELS SHOULD FIND HIM SAFE ENOUGH TO TAKE A CHANCE ON!
I'M THINKING ABOUT CLOSING MY CLUBS AND GOING FULL-TIME INTO PROMOTION.

YOU KNOW WHAT WE'VE NEVER THOUGHT ABOUT? PUTTING OUT A RECORD OURSELVES!
I'VE ALREADY PAID FOR ALL THE RECORDING OUT OF POCKET!

A FEW WEEKS LATER...
ICE? IT'S ALL SET UP-- I OWN MY OWN LABEL NOW, "ULTRAX RECORDS"!
YEAH, WE'RE GOING TO SET UP DISTRIBUTION THROUGH ICHIBAN, AN INDEPENDENT COMPANY.

I THINK WE SHOULD PUT OUT "PLAY THAT FUNKY MUSIC" AS OUR FIRST SINGLE, WITH "ICE, ICE BABY" ON THE FLIPSIDE.
THAT'S SOLID, MR. QUON! WORD UP!
WE CAN PUT THE WHOLE ALBUM OUT A FEW DAYS LATER!

WITH TOMMY QUON ORCHESTRATING THE SIGHT, SOUND AND TIMING, VANILLA ICE'S "**HOOKED**" LP HITS THE RACKS (IN THE SOUTH ONLY) IN **FEBRUARY 1990**.

HEY, BABY, THAT'S **MY** ALBUM THERE! IF YA **BUY** IT, I'LL GIVE YA AN **AUTOGRAPH!**

UH, YEAH, **SURE**. UH, HUH...

WELL, THE SINGLE'S DOING **GREAT!**

A LOT OF STATION'S ARE PLAYING IT, AND THAT'S HELPING **ALBUM SALES!**

WE'VE MOVED OVER **40,000** RECORDS!

HEY, THAT'S PRETTY **GOOD** FOR AN INDEPENDENT LABEL, **ISN'T** IT?

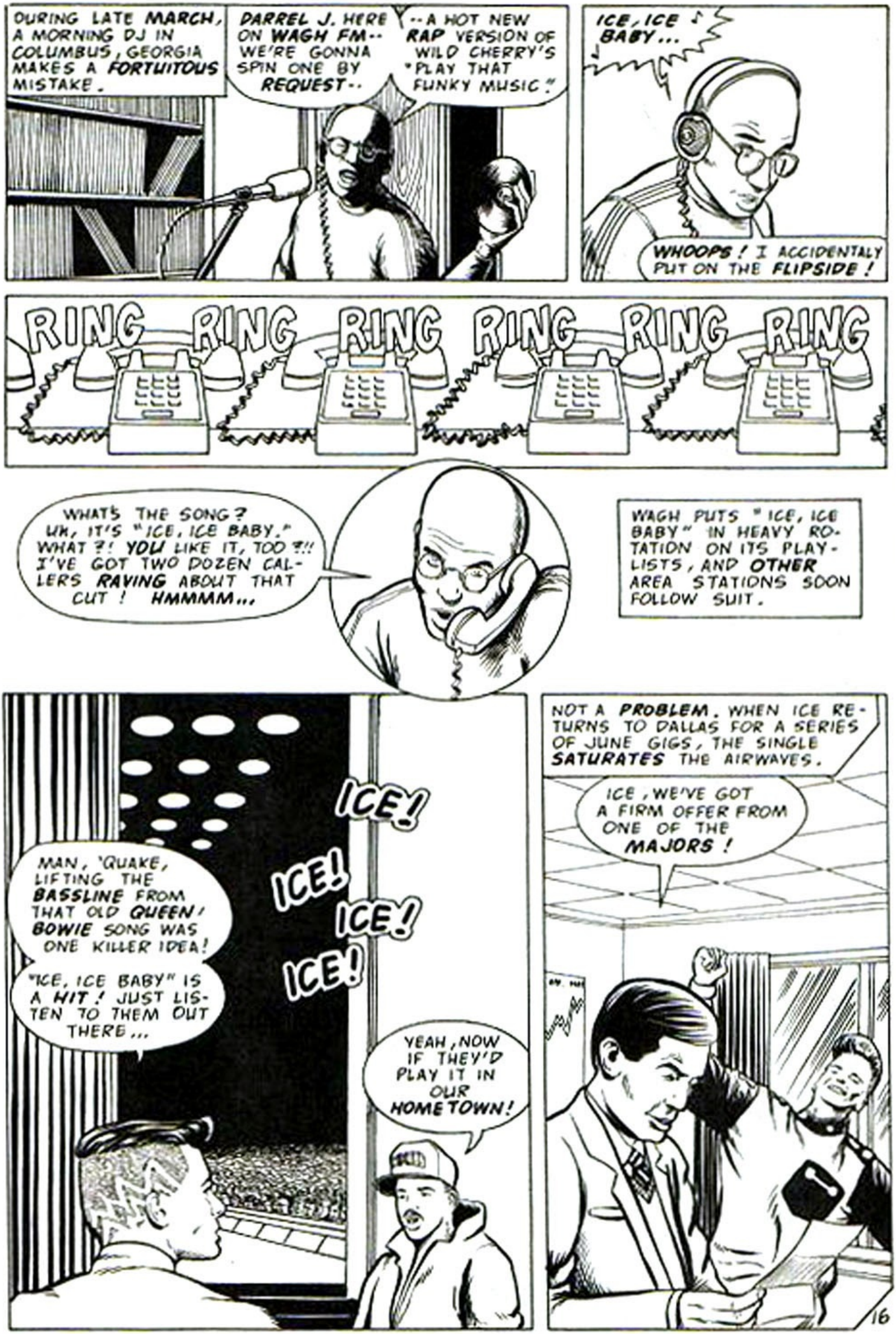
YOU BETTER **BELIEVE** IT!

NOW, WE'VE GOT TO GET YOU AND **EARTHQUAKE** OUT ON TOUR -- AT LEAST THROUGH THE SOUTH FOR NOW!

THAT WAY WE CAN MAXIMIZE YOUR **VISIBILITY!**

ICE HITS THE ROAD WITH "**V.I.P.**" (THE VANILLA ICE POSSE), WHICH INCLUDES THREE DANCERS AND HIS DJ EARTHQUAKE. THEY PLAY **IN-STORES** AND SMALL CLUBS THROUGHOUT TEXAS AND GEORGIA, AND A FEW OTHER **SOUTHERN STATES**...

ICE PERFECTS AN ENERGETIC ACT, OFTEN INCLUDING **RAP-AEROBICS** AND PUSH-UPS, WHILE **EARTHQUAKE** PROVIDES THE BOOMING NON-STOP BEAT. CROWDS **LIKE** WHAT THEY SEE AND HEAR AS MORE AND MORE STATIONS PLAY THE "**FUNKY MUSIC**" SINGLE...


DURING LATE MARCH, A MORNING DJ IN COLUMBUS, GEORGIA MAKES A FORTUITOUS MISTAKE.
DARREL J. HERE ON WAGH FM-- WE'RE GONNA SPIN ONE BY REQUEST--
--A HOT NEW RAP VERSION OF WILD CHERRY'S "PLAY THAT FUNKY MUSIC"
ICE, ICE BABY...
WHOOPS! I ACCIDENTALY PUT ON THE FLIPSIDE!
RING RING RING RING RING RING
WHAT'S THE SONG? UH, IT'S "ICE, ICE BABY." WHAT?! YOU LIKE IT, TOO?!! I'VE GOT TWO DOZEN CALLERS RAVING ABOUT THAT CUT! HMMMM...
WAGH PUTS "ICE, ICE BABY" IN HEAVY ROTATION ON ITS PLAYLISTS, AND OTHER AREA STATIONS SOON FOLLOW SUIT.
ICE!
ICE!
ICE!
ICE!
MAN, 'QUAKE, LIFTING THE BASSLINE FROM THAT OLD QUEEN/BOWIE SONG WAS ONE KILLER IDEA!
"ICE, ICE BABY" IS A HIT! JUST LISTEN TO THEM OUT THERE...
YEAH, NOW IF THEY'D PLAY IT IN OUR HOMETOWN!
NOT A PROBLEM. WHEN ICE RETURNS TO DALLAS FOR A SERIES OF JUNE GIGS, THE SINGLE SATURATES THE AIRWAVES.
ICE, WE'VE GOT A FIRM OFFER FROM ONE OF THE MAJORS!

WOW! WHO IS IT?! WARNERS? CAPITOL?

UH, NO, IT'S **SBK RECORDS**, THE GUYS WHO CARRY **WILSON PHILLIPS**.

THEY'RE FLUSH WITH GREEN AND CONFIDENCE, AND THEY WANT TO TAKE A CHANCE ON **YOU**.

SBK, HUH? THAT'S STILL PRETTY COOL! -- I CAN OFFICIALLY QUIT MY JOB AT **BYRON'S CAR LOT** NOW!

ICE RETURNS TO THE STUDIO TO **RE-RECORD** THE FIRST ALBUM, WITH A FEW **NEW** SONGS FOR **SBK**.

SO, GET A NEW LIFE OR COME **EQUIPT** WITH THE BEST -- MARK ANOTHER ONE FOR ICE, LET THE **MICROPHONE** REST!

THEY WANT TO RELEASE A SINGLE OF THE STONES' "**SATISFACTION**", SO QUON MAKES HIS FIRST ATTEMPT TO ACTUALLY GET **PERMISSION** TO USE ANOTHER SONGWRITER'S MATERIAL.

YOU WANT **HOW MUCH**? ARE YOU **KIDDING**?!

JEEZUS... **FORGET IT**!

WELL, SCRATCH **THAT** IDEA! LET'S GET TO WORK ON YOUR **PRESS BIOGRAPHY**. NOW THEN, I'VE GOT "HE'S THE **ELVIS** OF **RAP**." NOW DIDN'T YOU GO TO THE SAME HIGH SCHOOL AS **LUTHER CAMPBELL** OF **2 LIVE CREW**?

WELL... NOT AT THE SAME **TIME**...

THAT'S OKAY -- WE'LL PUT IT IN **ANYWAY**. NEXT, WE NEED TO SHOOT A **VIDEO**!

SBK FOOTS THE BILL FOR THE CLIP, WHICH IS FILMED IN SOUTH DALLAS. THE VIDEO, ANOTHER ATTEMPT TO ASCRIBE A "STREET-CHIC" TO ICE'S **IMAGE** WOULD SOON BECOME A **DIAL MTV** STAPLE!

BUT FIRST, THERE'S THE HEAVILY PROMOTED "**TO THE EXTREME**" LP ON SEPTEMBER 18 th 1990.

OKAY, NOW THAT THE RECORD'S OUT, I'VE HIRED A **BOOKING AGENT**. ICE THIS IS **PETER SEITZ**, OF "FAMOUS ARTISTS."

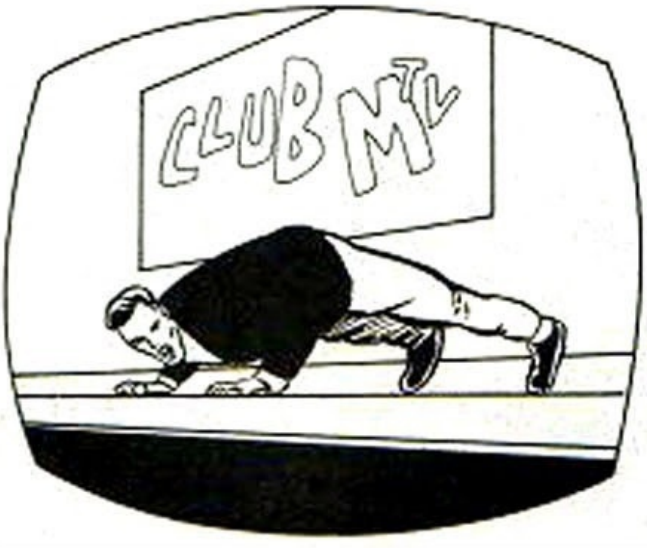
ICE, WHO'S THE HOTTEST **RAP STAR** AROUND NOW ?

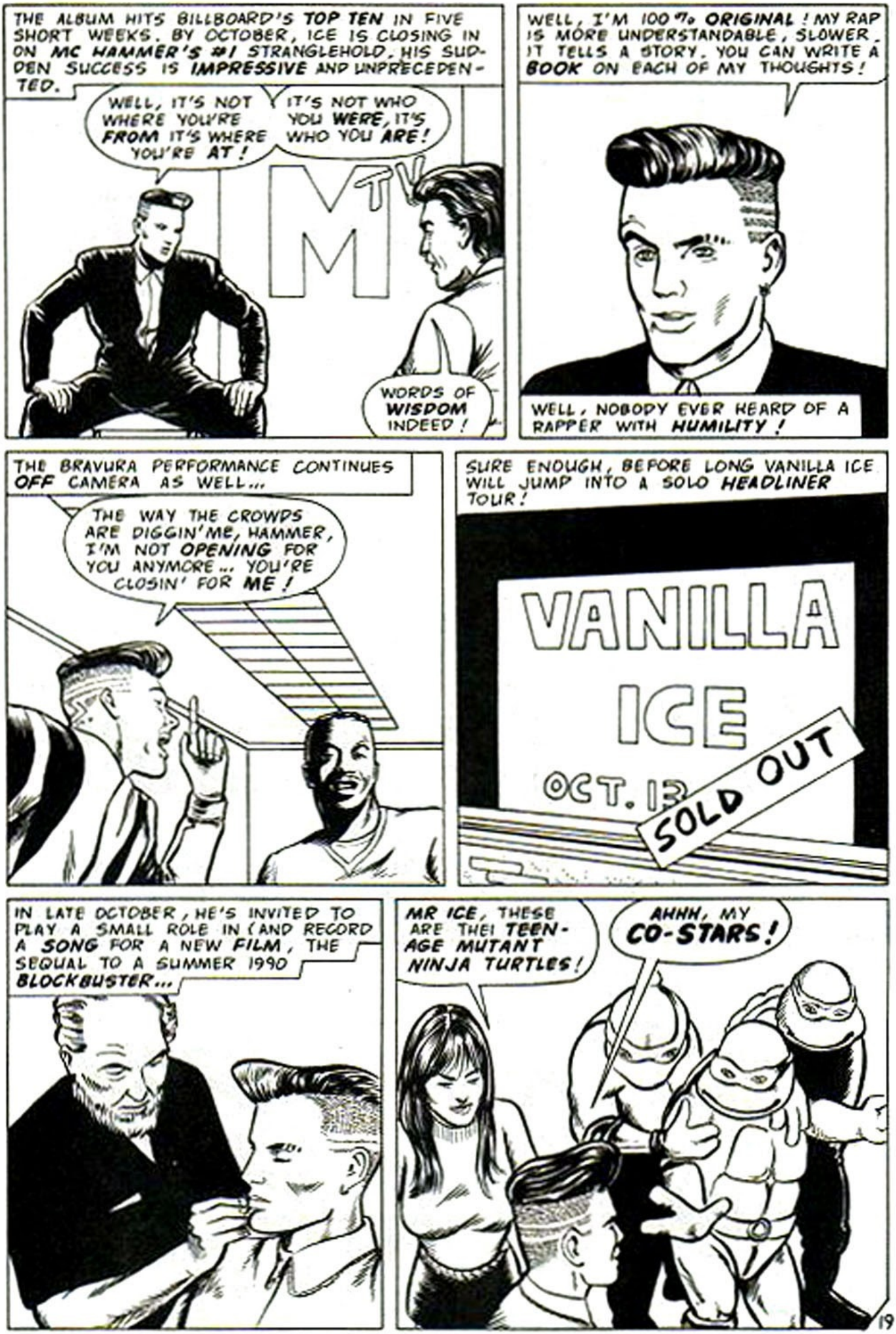
EASY ! **MC HAMMER**. HE'S AT THE TOP OF **ALL** THE CHARTS !

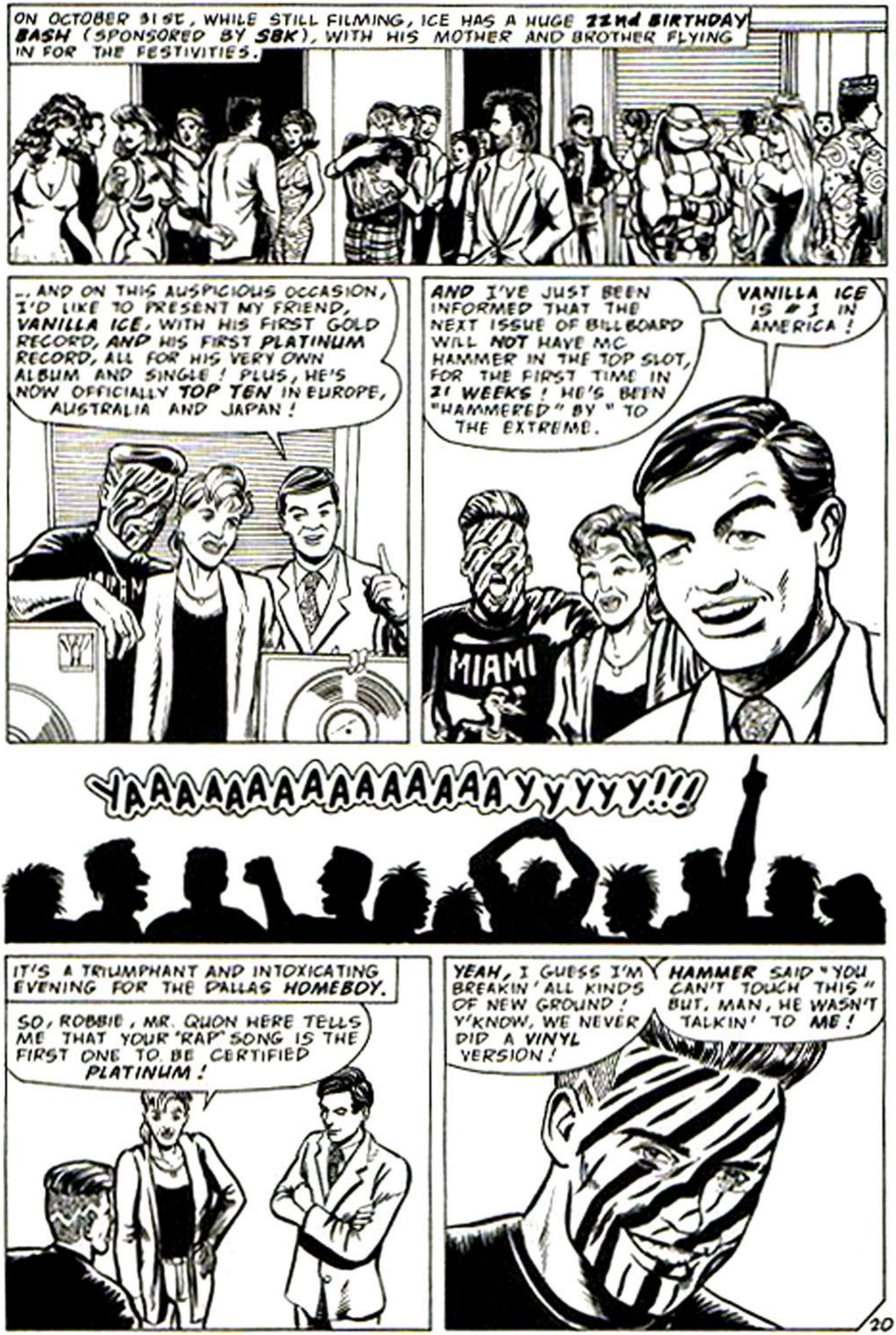
WELL, I USED A LITTLE **PULL** AND GOT YOU THE MOST **COVETED** OPENING SLOT OF THE SUMMER !

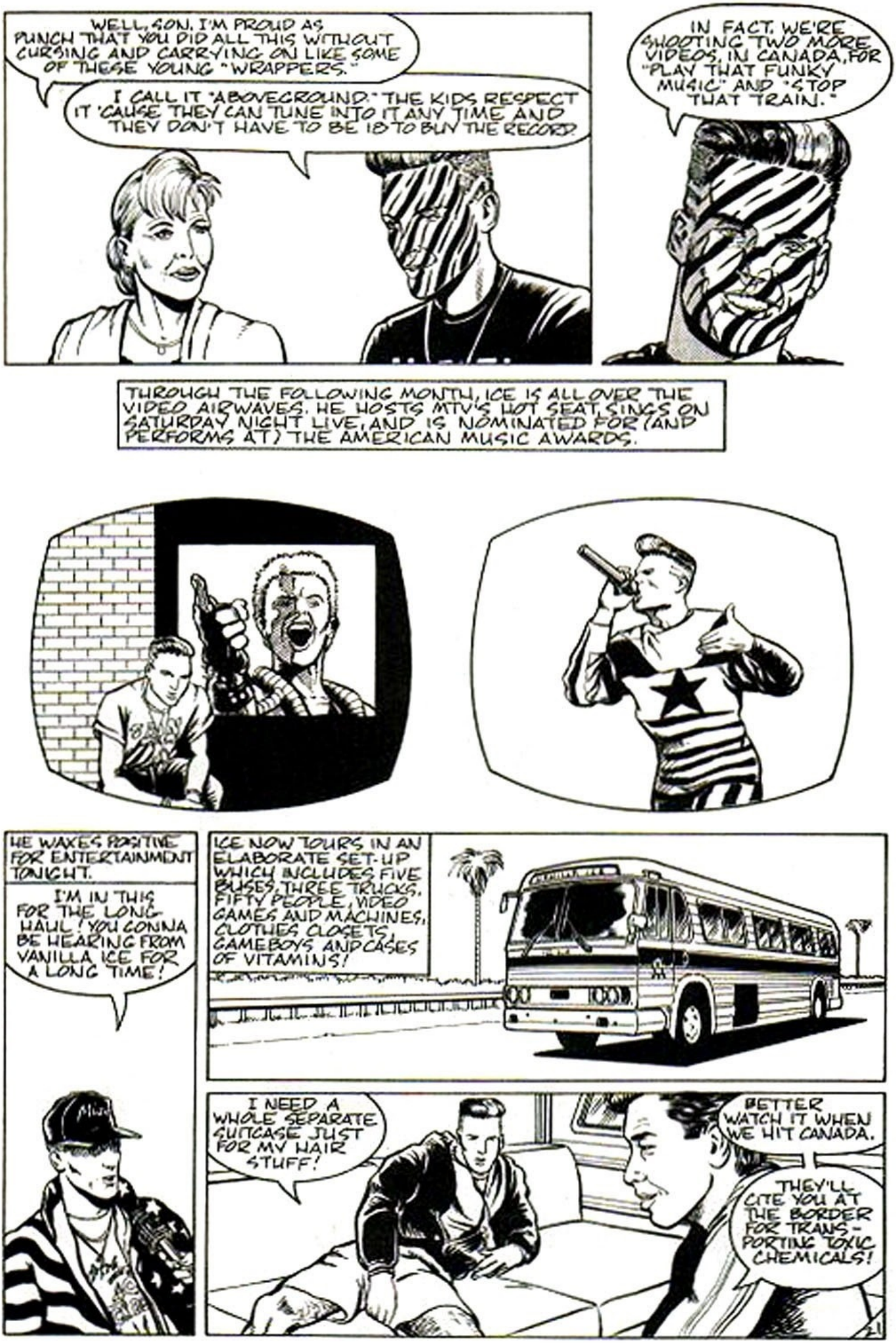
YOU'RE STARTING A **70 CITY TOUR** WITH HAMMER AND **EN VOGUE**!

THE TOUR IS A **STONE RAVE-UP**, AND THE VIDEO FURTHERS ICE'S **METEORIC** RISE. HIS HEAVY TELEPRESCENCE ON **VIDEO JUKEBOX** AND **MTV** MIRRORS THE ROCKETING RADIO PLAY AND RECORD SALES.




THE ALBUM HITS BILLBOARD'S TOP TEN IN FIVE SHORT WEEKS. BY OCTOBER, ICE IS CLOSING IN ON MC HAMMER'S #1 STRANGLEHOLD. HIS SUDDEN SUCCESS IS IMPRESSIVE AND UNPRECEDENTED.
WELL, IT'S NOT WHERE YOU'RE FROM IT'S WHERE YOU'RE AT!
IT'S NOT WHO YOU WERE, IT'S WHO YOU ARE!
MTV
WORDS OF WISDOM INDEED!
WELL, I'M 100% ORIGINAL! MY RAP IS MORE UNDERSTANDABLE, SLOWER. IT TELLS A STORY. YOU CAN WRITE A BOOK ON EACH OF MY THOUGHTS!
WELL, NOBODY EVER HEARD OF A RAPPER WITH HUMILITY!
THE BRAVURA PERFORMANCE CONTINUES OFF CAMERA AS WELL...
THE WAY THE CROWDS ARE DIGGIN' ME, HAMMER, I'M NOT OPENING FOR YOU ANYMORE... YOU'RE CLOSIN' FOR ME!
SURE ENOUGH, BEFORE LONG VANILLA ICE WILL JUMP INTO A SOLO HEADLINER TOUR!
VANILLA ICE
OCT. 13
SOLD OUT
IN LATE OCTOBER, HE'S INVITED TO PLAY A SMALL ROLE IN (AND RECORD A SONG FOR A NEW FILM, THE SEQUAL TO A SUMMER 1990 BLOCKBUSTER...
MR ICE, THESE ARE THE! TEENAGE MUTANT NINJA TURTLES!
AHHH, MY CO-STARS!


ON OCTOBER 31ST, WHILE STILL FILMING, ICE HAS A HUGE 22nd BIRTHDAY BASH (SPONSORED BY SBK), WITH HIS MOTHER AND BROTHER FLYING IN FOR THE FESTIVITIES.
..AND ON THIS AUSPICIOUS OCCASION, I'D LIKE TO PRESENT MY FRIEND, VANILLA ICE, WITH HIS FIRST GOLD RECORD, AND HIS FIRST PLATINUM RECORD, ALL FOR HIS VERY OWN ALBUM AND SINGLE! PLUS, HE'S NOW OFFICIALLY TOP TEN IN EUROPE, AUSTRALIA AND JAPAN!
AND I'VE JUST BEEN INFORMED THAT THE NEXT ISSUE OF BILLBOARD WILL NOT HAVE MC HAMMER IN THE TOP SLOT, FOR THE FIRST TIME IN 21 WEEKS! HE'S BEEN "HAMMERED" BY " TO THE EXTREME.
VANILLA ICE IS #1 IN AMERICA!
MIAMI
YAAAAAAAAAAAAAAAYYYYY!!!
IT'S A TRIUMPHANT AND INTOXICATING EVENING FOR THE DALLAS HOMEBOY.
SO, ROBBIE, MR. QUON HERE TELLS ME THAT YOUR 'RAP' SONG IS THE FIRST ONE TO BE CERTIFIED PLATINUM!
YEAH, I GUESS I'M BREAKIN' ALL KINDS OF NEW GROUND! Y'KNOW, WE NEVER DID A VINYL VERSION!
HAMMER SAID "YOU CAN'T TOUCH THIS" BUT, MAN, HE WASN'T TALKIN' TO ME!


WELL, SON, I'M PROUD AS PUNCH THAT YOU DID ALL THIS WITHOUT CURSING AND CARRYING ON LIKE SOME OF THESE YOUNG "WRAPPERS."
I CALL IT "ABOVEGROUND." THE KIDS RESPECT IT 'CAUSE THEY CAN TUNE INTO IT ANY TIME AND THEY DON'T HAVE TO BE 18 TO BUY THE RECORD.
IN FACT, WE'RE SHOOTING TWO MORE VIDEOS, IN CANADA, FOR "PLAY THAT FUNKY MUSIC" AND "STOP THAT TRAIN."
THROUGH THE FOLLOWING MONTH, ICE IS ALL OVER THE VIDEO AIRWAVES. HE HOSTS MTV'S HOT SEAT, SINGS ON SATURDAY NIGHT LIVE, AND IS NOMINATED FOR (AND PERFORMS AT) THE AMERICAN MUSIC AWARDS.
HE WAXES POSITIVE FOR ENTERTAINMENT TONIGHT.
I'M IN THIS FOR THE LONG HAUL! YOU GONNA BE HEARING FROM VANILLA ICE FOR A LONG TIME!
ICE NOW TOURS IN AN ELABORATE SET-UP WHICH INCLUDES FIVE BUSES, THREE TRUCKS, FIFTY PEOPLE, VIDEO GAMES AND MACHINES, CLOTHES CLOSETS, GAMEBOYS AND CASES OF VITAMINS!
I NEED A WHOLE SEPARATE SUITCASE JUST FOR MY HAIR STUFF!
BETTER WATCH IT WHEN WE HIT CANADA.
THEY'LL CITE YOU AT THE BORDER FOR TRANSPORTING TOXIC CHEMICALS!

BUT **CONTROVERSY** CLOSELY DOGS ICE'S **RAP.** ON NOVEMBER 19th 1990, **USA TODAY** SHOT THROUGH THE CONTRIVED BIOGRAPHICAL BACKGROUND...

...VANILLA ICE IS NOT THE GHETTO-BRED MOTORCYCLE CHAMPION HE CLAIMS TO BE... THE WHITE RAPPER IS ROBERT VAN WINKLE, WHO ATTENDED HIGH SCHOOL IN AN AFFLUENT DALLAS SUBURB AND DID NOT WIN THREE MOTOCROSS CHAMPIONSHIPS AS CLAIMED...

TO CLEAR UP EARLIER "**MISINFORMATION**" AND CONFLICTING REPORTS, ICE MEETS THE **PRESS.**

WELL, THE BIKE COMPETITIONS WERE **REGIONAL** THAT'S WHY AMERICAN MOTOCROSS NEVER HEARD OF ME.

THEY MIGHT NOT BE AS **BIG** AS AMA...

WHAT ABOUT THIS SUPPOSED "**FEUD**" WITH MC HAMMER? YOU TOLD A MACON PAPER THAT, WHEN YOU TOURED TOGETHER, **YOUR SHIRTS** SOLD BETTER THAN HIS!

WELL, HAMMER HAS NO **SEX APPEAL!** I HAVE EVERY ADVANTAGE. I HAVE MY OWN **STYLE.** I RAP BETTER, I DANCE BETTER... NOT TO SOUND LIKE I HAVE A BIG HEAD, BUT HE'S GONNA HAVE TO TAKE A BACK SEAT TO THE **ICEMAN!**

WHAT ABOUT THE UNAUTHORIZED SAMPLE OF "**UNDER PRESSURE**" ON YOUR "ICE ICE BABY" WHICH YOU ONCE DENIED. ARE YOU BEING **SUED?**

IT DOESN'T SOUND **ANYTHING** LIKE "UNDER PRESSURE, EXCEPT THE **HOOK**, AND WE CHANGED A BEAT IN THAT, TOO!

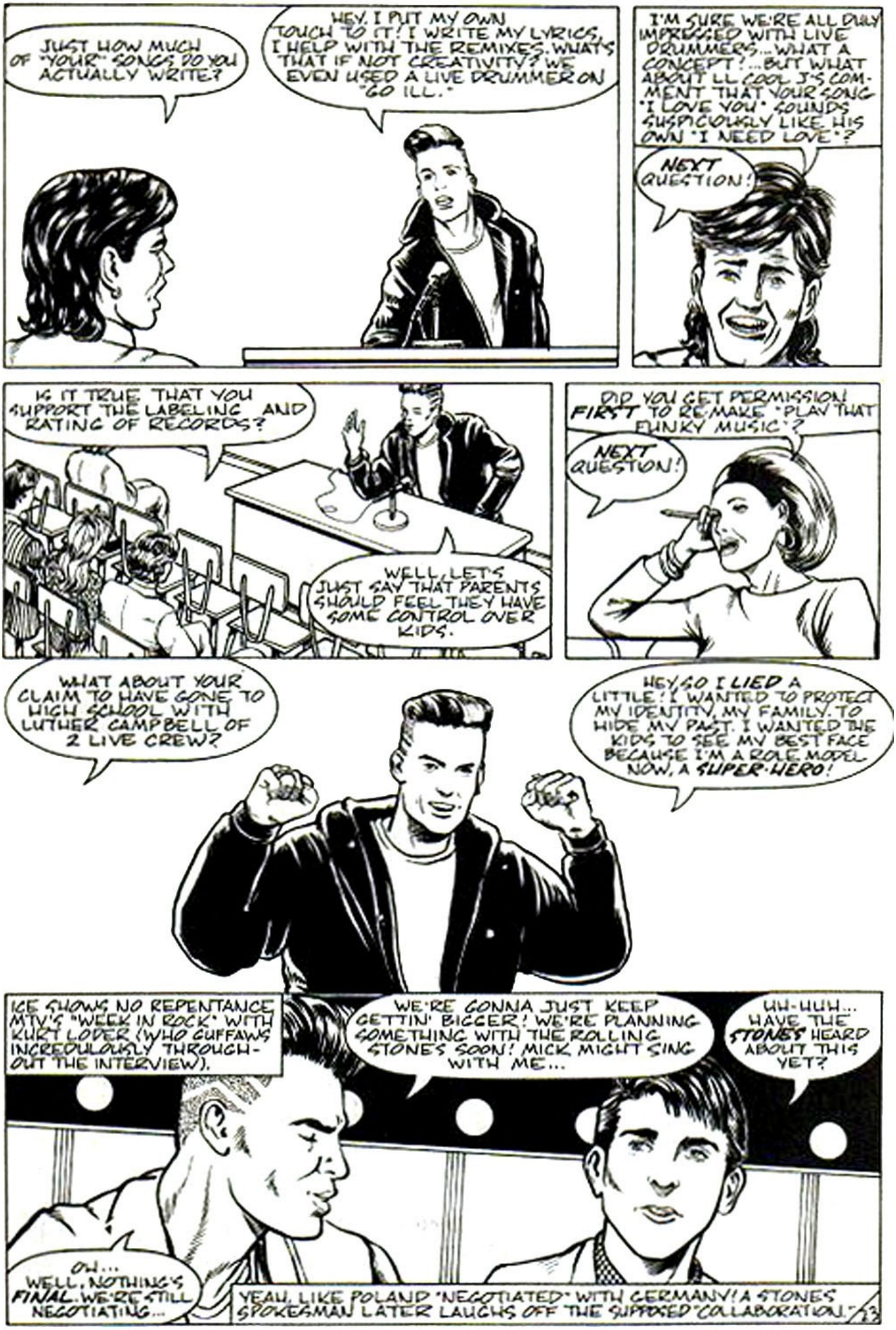
THAT SONG BY QUEEN AND DAVID BOWIE PEAKED AT #26, **MINE** WENT TO #1! SO A LOT MORE PEOPLE ARE GETTING TO HEAR AND APPRECIATE THEIR LITTLE RIFF NOW. IT WOULDN'T HAVE COME BACK...

...BY **ITSELF!** BESIDES, WE DIDN'T KNOW THE **BUSINESS** OF RAP SAMPLING, LIKE CONTACTING SONGWRITERS.

THE FIRST PRESSINGS DIDN'T LIST THEM, BUT NOW THE RECORDS AND BILLBOARD LISTINGS HAVE THEIR NAMES. WE, um, WORKED OUT AN **ARRANGEMENT.**

WHAT ABOUT YOUR SAMPLES OF "THE **BRADY BUNCH** THEME" AND THE INTRO TO "**DANCIN' MACHINE?**"

NEXT QUESTION!


JUST HOW MUCH OF "YOUR" SONGS DO YOU ACTUALLY WRITE?
HEY. I PUT MY OWN TOUCH TO IT! I WRITE MY LYRICS, I HELP WITH THE REMIXES. WHAT'S THAT IF NOT CREATIVITY? WE EVEN USED A LIVE DRUMMER ON "GO ILL."
I'M SURE WE'RE ALL DULY IMPRESSED WITH LIVE DRUMMERS... WHAT A CONCEPT!... BUT WHAT ABOUT LL COOL J'S COMMENT THAT YOUR SONG "I LOVE YOU" SOUNDS SUSPICIOUSLY LIKE HIS OWN "I NEED LOVE"?
NEXT QUESTION!
IS IT TRUE THAT YOU SUPPORT THE LABELING AND RATING OF RECORDS?
WELL, LET'S JUST SAY THAT PARENTS SHOULD FEEL THEY HAVE SOME CONTROL OVER KIDS.
DID YOU GET PERMISSION FIRST TO REMAKE "PLAY THAT FUNKY MUSIC"?
NEXT QUESTION!
WHAT ABOUT YOUR CLAIM TO HAVE GONE TO HIGH SCHOOL WITH LUTHER CAMPBELL OF 2 LIVE CREW?
HEY, SO I LIED A LITTLE! I WANTED TO PROTECT MY IDENTITY, MY FAMILY. TO HIDE MY PAST. I WANTED THE KIDS TO SEE MY BEST FACE BECAUSE I'M A ROLE MODEL NOW, A SUPER-HERO!
ICE SHOWS NO REPENTANCE MTV'S "WEEK IN ROCK" WITH KURT LODER (WHO GUFFAWS INCREDULOUSLY THROUGHOUT THE INTERVIEW).
WE'RE GONNA JUST KEEP GETTIN' BIGGER! WE'RE PLANNING SOMETHING WITH THE ROLLING STONES SOON! MICK MIGHT SING WITH ME...
UH-UUH... HAVE THE STONES HEARD ABOUT THIS YET?
OH... WELL, NOTHING'S FINAL. WE'RE STILL NEGOTIATING...
YEAH, LIKE POLAND "NEGOTIATED" WITH GERMANY! A STONES SPOKESMAN LATER LAUGHS OFF THE SUPPOSED "COLLABORATION."
13

MAN, THEY'RE REALLY JUMPIN' ON MY CASE! WHAT DOES ALL THAT CRAP HAVE TO DO WITH THE FACT THAT I CAME OUTTA NOWHERE AND SOLD FIVE MILLION RECORDS?!
CHILI BOWL
GRILL-BURGERS
AT LEAST NOBODY MENTIONED THAT BLACK FRATERNITY AT THE UNIVERSITY OF ARKANSAS, ALPHA PHI ALPHA...
YEAH, THEY'RE COOL WITH US NOW!
EXIT
THEY WERE PISSED ABOUT THE WORDS TO "ICE ICE BABY" BEING SO SIMILAR TO THEIR CHANT, BUT ONCE I TOLD THEM MY BROTHER WENT THERE, THEY ACTED KINDA FLATTERED.
EXCEPT YOU TOLD THE REPORTER THAT YOU WROTE ALL THE WORDS!
DESPITE ALL THE CONTROVERSY (OR PERHAPS BECAUSE OF IT?) THE RECORDS CONTINUE TO SELL. ICE RETAINS THE #1 SPOT AND GOES ON NUMEROUS SPENDING SPREES.
HE BUYS HIMSELF AN ALL-WHITE 1991 ACURA NSX TWO-SEATER...
THIS BABY WAS VOTED PLAYBOY'S CAR OF THE YEAR!
...AND PICKS UP HOUSES IN DALLAS FOR HIMSELF AND FOR HIS MOTHER. HE ALSO BUYS MOM A SUPERB BABY GRAND PIANO!
HE'S SUCH A GOOD BOY!

SO, I HEAR YOU'RE GETTIN' ALL KINDS OF OFFERS TO DO ENDORSEMENTS AND COMMERCIALS...
YEAH, BRITISH KNIGHTS, COCA COLA...
YOU DRINK THAT STUFF?
NAAAHH.
HOW ABOUT THE COLLECTION OF THE THREE VIDEOS?
YEP, YEP, WORD UP IS THAT IT'S GONNA BE OUT BY THE END OF NOVEMBER, IN TIME FOR CHRISTMAS! WE'RE CALLIN' IT "PLAY THAT FUNKY MUSIC, WHITE BOY."
ONE DISTURBING EVENT MARS THE TOUR FOR ICE...
HEY, YOU'RE ONE OF ROBBIE'S DANCERS! LISTEN, TELL HIM HIS DAD IS IN THE AUDIENCE TONIGHT!
HIS DAD?!
LATER...
HE SAID WHAT?! AHH, IT'S A HOAX, A SICK FREAKIN' JOKE!
EVEN IF HE HAD BEEN MY DAD, HE'D STILL BE A STRANGER TO ME. HE WAS NEVER THERE WHEN I NEEDED HIM AND NOW THAT I'M A STAR, I'LL NEVER NEED HIM AGAIN!
NOW I'M GONNA FORGET HIM AND GO SEE WHY THE DRUM TRACKS AND SYNCHS KEEP MESSIN' UP ON STAGE.
WHAT DO I GOTTA DO, HIRE A BAND?!

IN DECEMBER, PEOPLE MAGAZINE RUNS YET ANOTHER "EXPOSE." ICE RESPONDS...
SO, IT'S NOT TRUE THAT YOU WERE STABBED IN COCONUT GROVE, FLORIDA, AS YOU'D CLAIMED?
NAH, THAT WAS A BLIND...
SO THE WHOLE STORY WAS FABRICATED?
WELL, I WAS STABBED FIVE TIMES! BUT IT WAS IN RICHARDSON, TEXAS, I LIED 'CAUSE I DIDN'T WANNA STIR UP ANY OLD GANG MEMBERS!
UH HUH...
ALSO IN DECEMBER...
ICE, WE BOOKED YOU FOR SOME EUROPEAN DATES! YOU'RE FLYING OVER ON THE CONCORDE!
THAT'S SUPERSONIC! WHERE'S J.J. FADD?
BETTER BE PREPARED FOR SOME SERIOUS HERO WORSHIP! "ICE ICE BABY" IS AT #1 IN ENGLAND AND #3 IN GERMANY!

INDEED, BRITISH POLICE HAVE TO TAME THE UNRULY CROWDS WHEN ICE APPEARS ON U.K. TV PROGRAMS LIKE THE "WOGAN" TALK SHOW.

THE STAGE SHOW IS *TRES COMPLIQUÉ*, WITH GIANT ICE CUBE BACKDROPS AND MORE SYNCHRONIZED MOVES THAN A WELL-OILED SWISS WATCH!

MEANWHILE IN THE STATES, "PLAY THAT FUNKY MUSIC" IS THE SECOND SBK SINGLE OFF "TO THE EXTREME" (THE LP REMAINS SOLIDLY LODGED AT #1).
TO THE EXTREME

IT'S BEEN A SHORT TOUR OVER HERE. WE GOTTA BE BACK IN SAN FRANCISCO FOR THE BIG NEW YEAR'S SHOW.

YEAH, AN' TOMMY WANTS TO DO SOME RECORDING LIVE FOR A CONCERT ALBUM. I'M THINKIN' ABOUT CALLIN' IT "ICE CAPADES"! HEY, AT LEAST WE WON'T HAVE TO WRITE *NEW* STUFF! NO PRESSURE!!

ON THE AWARD FRONT, ICE LOSES A GRAMMY TO M.C. HAMMER.

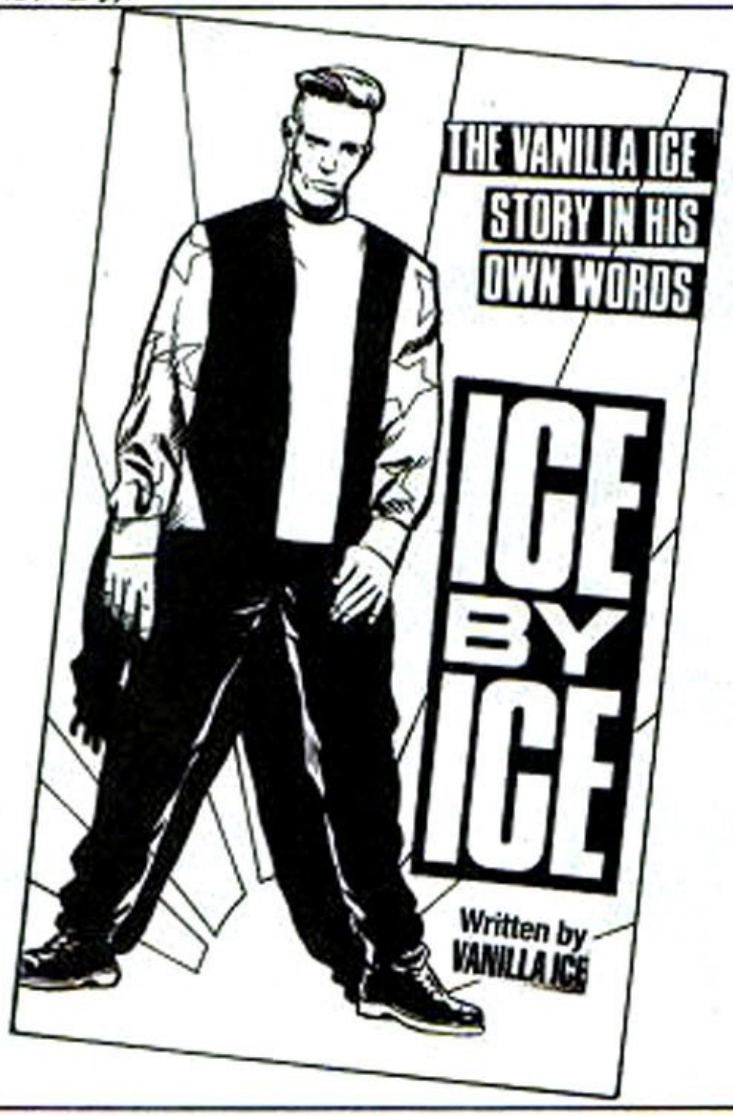
I THINK ICE AND HIS MANAGEMENT TRIED TO SET UP SOME KIND OF COMPETITION BETWEEN HIM AND ME! I HOPE THEY LEARNED THEIR LESSON!

ICE READS THE QUOTE IN ROLLING STONE MAGAZINE.

YOU THINK YOU BEAT ME?! HAH!! I'M STILL #1! READ THE CHARTS! YOU WANNA GO HEAD-TO-HEAD WITH ME ONSTAGE, HAVE A RAP-OFF CONTEST?! HUH?

YOU'VE **GOT** TO BE KIDDING!! BY THE WAY, YOU STILL HAVEN'T TOPPED MY SALES, SUCKA!

BUT MILLIONS OF LISTENERS SIDE WITH ICE! IN FEBRUARY 1991, HE RELEASES A BREEZY, UNSPECIFIC AUTOBIOGRAPHY THROUGH AVON BOOKS (AFTER A SPATE OF UNAUTHORIZED TOMES).



SOME EXCERPTS, AS TOLD BY ICE IN THE BOOK (MOSTLY SPOKEN IN THE THIRD PERSON, FOR SOME REASON).

...STILL A KID AT HEART...

I AM FROM THE STREETS. THAT IS WHERE I LEARNED TO RAP, BEATBOX AND DANCE. THAT IS WHERE I LEARNED ABOUT LIFE.

...CONFIDENT AND COCKY BUT NOT TOO COLD...

...NEVER DOES DRUGS

...NEVER CRIES...

ICE EVEN TAKES A PAGE TO GIVE ADVICE TO GIRLS WHO MIGHT BE INTERESTED IN PICKING HIM UP.

THE BEST WAY TO GET MY ATTENTION IS TO DRESS SUPER SEXY AND THEN, WHEN YOU MEET ME, PLAY LIKE YOU DON'T KNOW WHO I AM!

IN MID-MARCH, HE PUTS IN AN APPEARANCE AT THE PEOPLE'S CHOICE AWARDS.

MR. ICE, WHAT'S THIS ABOUT YOU CLAIMING TO BE THE JAMES DEAN OF RAP?

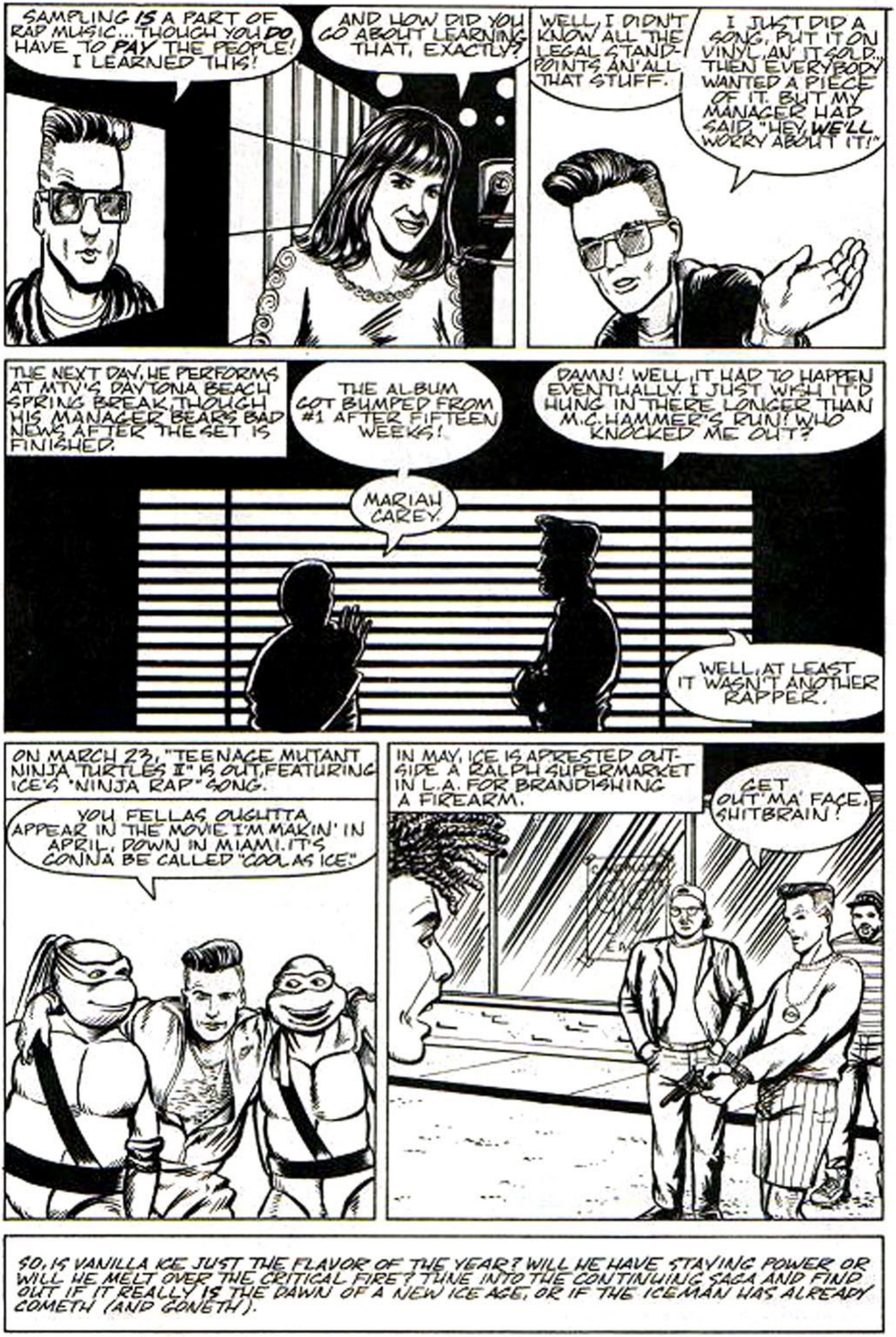
YO, HOMEBOY, CHILL! MY **MANAGER** SAID THAT! I AIN'T **NO-BODY**... EXCEPT VANILLA ICE!!

THE STATS REMAIN IMPRESSIVE. HIS THIRD SBK SINGLE IS OUT, "STOP THAT TRAIN," AND THE ALBUM HAS SOLD 11 MILLION COPIES WORLDWIDE (EIGHT MILLION IN THE U.S. ALONE). ICE BUYS A SECOND HOUSE, THIS ONE IN MIAMI.

ALSO IN MID-MARCH, HE APPEARS ON MTV'S "ROCKLINE," A CALL-IN SHOW WHERE VIEWERS PHONE UP TO ASK QUESTIONS. MARTHA QUINN HOSTS, THOUGH ICE IS RETICENT (CLAIMING FATIGUE FROM HIS NON-STOP SCHEDULE).

ONE CALLER ASKS FOR THE TRUTH BEHIND THE RUMORS OF RAMPANT SONG-STEALING BY ICE.

UH, STEALING IS **ONE** WAY OF PUTTING IT... BUT PEOPLE WHO CALL IT THAT DON'T UNDERSTAND RAP MUSIC!


SAMPLING IS A PART OF RAP MUSIC...THOUGH YOU DO HAVE TO PAY THE PEOPLE! I LEARNED THIS!
AND HOW DID YOU GO ABOUT LEARNING THAT, EXACTLY?
WELL, I DIDN'T KNOW ALL THE LEGAL STAND-POINTS AN' ALL THAT STUFF.
I JUST DID A SONG, PUT IT ON VINYL, AN' IT SOLD. THEN EVERYBODY WANTED A PIECE OF IT. BUT MY MANAGER HAD SAID "HEY, WE'LL WORRY ABOUT IT!"
THE NEXT DAY, HE PERFORMS AT MTV'S DAYTONA BEACH SPRING BREAK, THOUGH HIS MANAGER BEARS BAD NEWS AFTER THE SET IS FINISHED.
THE ALBUM GOT BUMPED FROM #1 AFTER FIFTEEN WEEKS!
DAMN! WELL, IT HAD TO HAPPEN EVENTUALLY. I JUST WISH IT'D HUNG IN THERE LONGER THAN M.C. HAMMER'S RUN! WHO KNOCKED ME OUT?
MARIAH CAREY.
WELL, AT LEAST IT WASN'T ANOTHER RAPPER.
ON MARCH 23, "TEENAGE MUTANT NINJA TURTLES II" IS OUT, FEATURING ICE'S "NINJA RAP" SONG.
YOU FELLAS OUGHTTA APPEAR IN THE MOVIE I'M MAKIN' IN APRIL, DOWN IN MIAMI. IT'S GONNA BE CALLED "COOL AS ICE."
IN MAY, ICE IS ARRESTED OUTSIDE A RALPH'S SUPERMARKET IN L.A. FOR BRANDISHING A FIREARM.
GET OUT'MA' FACE, SHITBRAIN!
SO, IS VANILLA ICE JUST THE FLAVOR OF THE YEAR? WILL HE HAVE STAYING POWER OR WILL HE MELT OVER THE CRITICAL FIRE? TUNE INTO THE CONTINUING SAGA AND FIND OUT IF IT REALLY IS THE DAWN OF A NEW ICE AGE, OR IF THE ICEMAN HAS ALREADY COMETH (AND GONETH).

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